

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 13322 220914Z

17

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

----- 062343

R 220822Z SEP 75

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 3479

INFO AMCONSUL OSAKA KOBE

AMCONSUL FUKUOKA

UNCLAS TOKYO 13322

FOR COMMERCE/OIM/PETERSON

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: DESIGN ENGINEERING CATALOG EXHIBITION - SUMMARY REPORT

REF: STATE A-9166, SEPT 9, 1972

1. FOLLOWING ARE THE RESULTS OF DESIGN ENGINEERING CATALOG EXHIBITION HELD AS PART OF DESIGN ENGINEERING SHOW (DES - 75) TOKYO, SEPT 16-21.

A. NUMBER OF U.S. FIRMS SUPPLYING CATALOGS - 232

B. NUMBER OF VISITORS

1) REGISTERED (AND REQUESTING CATALOGS) - 561

2) TOTAL - APPROX. 8,000

C. NUMBER OF TRADE INQUIRIES DEVELOPED - 3,349

(TOTAL NUMBER CATALOGS REQUESTED BY ALL REGISTERED VISITORS)

D. NUMBER OF EXHIBITING U.S. FIRMS RECEIVING TRADE

INQUIRIES - 232

2. COMMENTS: RESULTS OF CATALOG EXHIBITION FAR EXCEEDED EMBASSY EXPECTATIONS. THOUGH DESIGN ENGINEERING SHOW CONSIDERABLY SMALLER THAN ORGANIZER, CLAPP & POLIAK, HAD HOPED - ONLY ABOUT 40 EXHIBITORS - IT ATTRACTED SOME 12,000 REGISTERED VISITORS. (SHOW NOT OPEN TO PUBLIC AND BULK OF VISITORS WERE REPRESENTATIVES OF PRIVATE FIRMS.) THANKS TO CLAPP & POLIAK, U.S. CATALOG EXHIBITION WAS LARGEST AND MOST ATTRACTIVE BOOTH AND WAS VISITED BY LARGE

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 13322 220914Z

PERCENTAGE OF THOSE ATTENDING SHOW. SUCCESS OF CATALOG EXHIBITION,

HOWEVER WAS PRIMARILY DUE TO INTEREST OF JAPANESE ENGINEERS AND IMPORTERS IN SEEKING OUT INFORMATION ON NEW PRODUCTS TO COMPARE WITH ITEMS ALREADY IN MARKET. BECAUSE PRICING INFORMATION ON U.S. PRODUCTS WAS GENERALLY NOT AVAILABLE IN CATALOGS, IMPOSSIBLE AT THIS STAGE TO ESTIMATE WHETHER OR NOT EXHIBITION WILL RESULT IN ANY SUBSTANTIAL NEW SALES. EMBASSY WILL INCLUDE FURTHER COMMENTS IN SUMMARY AIRGRAM.
HODGSON

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TOKYO13322
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750327-0727
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750928/aaaaayqd.tel
Line Count: 69
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE A-9166
Review Action: RELEASED, APPROVED
Review Authority: RowellE0
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUN 2003 by MaustMC>; APPROVED <09 FEB 2004 by RowellE0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: DESIGN ENGINEERING CATALOG EXHIBITION - SUMMARY REPORT
TAGS: BEXP, JA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006